

Message Text

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PAGE 01 MOSCOW 16037 221730Z

43

ACTION EUR-12

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FM AMEMBASSY MOSCOW

TO USDOC WASHDC

INFO SECSTATE WASHDC 3710

AMEMBASSY VIENNA

AMEMBASSY WARSAW

UNCLAS MOSCOW 16037

USDOC FOR BEWT/TPD

VIENNA FOR EWTC

WARSAW FOR USTDC

E.O. 11652: NA

TAGS: BEXP, UR

SUBJ: VISIT TO MOSCOW BY PRESIDENT, JAMBOR ENTERPRISES

REF: WARSAW 6372

1. DR. JAMBOR (PRESIDENT, JAMBOR ENTERPRISES, NYC) FOLLOWED WARSAW SALES SEMINAR (REFTEL) WITH VISIT TO MOSCOW (OCTOBER 9-14) IN ATTEMPT TO LAY GROUNDWORK FOR SIMILAR SEMINAR/EXHIBIT IN MOSCOW COMMERICAL OFFICE FIRST QUARTER 1975. ALTHOUGH JAMBOR REGARDED HIS TRIP HERE WORTHWHILE AND WAS PLEASED WITH RECEPTION IN MINHEALTH, PROBLEMS ENCOUNTERED IN ELICITING ACTIVE SUPPORT OF SOVIET ORGANIZATIONS (MINISTRIES, FTO'S, INSTITUTES, AND EVEN CHAMBER OF COMMERCE AND INDUSTRY) POINT UP DIFFICULTIES -- EVEN COMPARED TO SITUATION IN OTHER EE COUNTRIES -- IN ENTERING SOVIET MARKET WITHOUT EXTENSIVE AND OFTEN LONG PREPARATION.

2. JAMBOR HAD HOPED TO ARRANGE DISPLAY IN USCOMMOFF OF SOME OF SAME DENTAL EQUIPMENT HE SHOWED AT USTDC IN WARSAW, BUT MINHEALTH OFFICIALS, WHOSE COOL REACTION HAD BEEN CONVEYED

UNCLASSIFIED

PAGE 02 MOSCOW 16037 221730Z

TO JAMBOR ON NUMBER OF OCCASIONS BEFORE VISIT, INSISTED THAT

PRIOR TO EVEN INFORMAL DISPLAY OF EQUIPMENT OR VIEWING OF HIS FILM, INSTITUTES WOULD HAVE TO STUDY FURTHER HIS PRODUCT LITERATURE. DESPITE JAMBOR'S HOPES TO BRING MINHEALTH AND INSTITUTE OFFICIALS TO USCOMMOFF FOR FAMILIARIZATION WITH HIS EQUIPMENT, MINHEALTH REMAINED ADAMANT THAT FIRST MOSCOW VISIT BE LIMITED TO INTRODUCTORY CALL AT MINISTRY. (EVEN MEDEXPORT DECLINED RECEIVE JAMBOR THIS TRIP.)

3. MINHEALTH HAS ASSURED JAMBOR AND COMMOFF THAT IT WILL ASSIST IN ANY SEMINAR/PRODUCT DISPLAY JAMBOR STAGES NEXT YEAR AT COMMOFF, BUT THEY WISH TO REVIEW LIST OF PROPOSED DISPLAY ITEMS IN LIGHT OF STUDIES BEING CONDUCTED BY THEIR INSTITUTES ON JAMBOR SAMPLES AND LITERATURE.

4. COMMOFF WILL CONTINUE TO MONITOR AND ENCOURAGE INTEREST OF MINHEALTH, FTO MEDEXPORT, AND CHAMBER, BUT IT IS NOT PRODUCTIVE TO GET TOO FAR OUT IN FRONT OF SOVIET CO-SPONSORS. STOESSEL

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